

Exhibit II-3
Market Demographic Statistics
Retail Spending
By Metropolitan Area (U.S. Locations Only)

Market	Arena	Total Retail Spending (in thousands)			Total Retail Sales Per Household		
		1995	Estimated 2000	Percentage Change	1995	Estimated 2000	Percentage Change
Detroit	Silverdome	\$52,566,500	\$62,343,817	18.6%	\$26,840	\$30,781	14.7%
Houston	Astrodome	38,691,400	50,647,104	30.9%	25,955	31,692	22.1%
Atlanta	Georgia Dome	34,932,300	46,355,176	32.7%	27,054	31,566	16.7%
Seattle	Kingdome	31,749,300	41,369,276	30.3%	24,869	30,354	22.1%
Minneapolis/St. Paul	Metrodome	28,285,800	35,640,063	26.0%	27,422	32,486	18.5%
St. Louis	Trans World Dome	24,688,000	29,995,887	21.5%	25,616	30,026	17.2%
Tampa Bay	Tropicana Field	22,670,900	27,000,994	19.1%	24,595	28,030	14.0%
Indianapolis	RCA Dome	15,257,300	19,620,912	28.6%	26,511	31,790	19.9%
San Antonio	Alamodome	12,700,200	16,472,201	29.7%	24,866	29,320	17.9%
New Orleans	Superdome	12,152,700	15,154,408	24.7%	25,168	30,437	20.9%
Average		\$27,369,440	\$34,459,984	25.9%	\$25,890	\$30,648	18.4%
Median		\$26,486,900	\$32,817,975	23.9%	\$25,784	\$30,609	18.7%

Source: Sales & Marketing Management, 1996.